

**ROUs: 1110 / 1210 / 1310/ 1710 /  
1000 (J. Piscitelli)**

**Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet**

<b>Sales</b>	<b>Retail</b>
1221	1222
1222	1223
1223	1226
1224	1229
1225	ROM
1226	PC
1229	SC
1240 AE	MC
1244	PA
	RSM
	RBM

51847 4919

**RJ REYNOLDS**  
TOBACCO COMPANY

March 10, 1997

RJR Account #375878

P. Cox

## McLANE-NORTHEAST

**S. R. MacLEOD**  
**Region Operations Mgr**

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

APRIL DORAL Box 100 B1G1F / PROMOTION #700447

Dear Paul:

DORAL B1G1F **pre-sleeved** product has been ordered (see quantities listed below) to cover distribution of this promotion. **825** SKUs of 4-carton Displays (Item #526424 @ 1/SKU) will be shipped to Consolidated Industries to pack this promotion. **(Note: Attached BP Oil Prebook indicating additional regular product to be shipped into all BP locations indicated)**

#/ (6M) Cases

<u>B1G1F</u>	<u>DORAL STYLE</u>	<u>UPC Code</u>
<u>«STYLE1»</u>	<i>Full Flavor Box 100</i>	12300-23993
<u>«STYLE1»</u>	<i>Light Box 100</i>	12300-23994

**Product PO Numbers:**

<b>PO Number</b>	<b>#/Cases Each</b>	<b>State</b>	<b>EFT \$ Amount</b>
<i>ER1143-01</i>	<i>38</i>	<i>NY</i>	<i>\$3,694.88</i>
<i>ER1144-01</i>	<i>16</i>	<i>PA</i>	<i>2,755.74</i>
<i>ER1145-01</i>	<i>1</i>	<i>OH</i>	<i>193.22</i>
<b>TOTAL EFT \$ Amount:</b>			<b>\$6,643.84</b>

Product Arrival: **March 31, 1997**

**Sleeves Arrival (Consolidated): April 3, 1997**

**Ship Date to Retail:** Week of April 21, 1997

SKUCUBE: 02618

SKILL WT (w/o Product): 0.7600 lbs

Retail Sales Offer per SKU: 30 units

**Billing per Sku:** **2 Savings Cartons**

51847 4920

-2-  
B1G1F  
McLANE NE

**Promotion Description:**

Utilize 4-Carton Shipper Display. Place 20 pre-sleeved B1G1F units each of *Doral FF Box 100* and *Doral Lt Box 100* into the 4-Carton Shipper Display.

**SHIP NUMBER OF DISPLAYS TO EACH ACCOUNT AS INDICATED ON THE  
ATTACHED CUSTOMER LIST**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$385.00 (27.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotions Coordinator

/jc

cc: R. Moore / McLane  
1610: DK / SS / RMD  
1000: J. Piscitelli

ROUs: 1110 / 1210 / 1310/ 1710

Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet

**Note to RJR Manager:**

**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

V-MCCAMM.DOC

51847 4921

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

**McLANE NE**

**DORAL BOX B1G1F / PROMOTION #700447**

**RETAIL DISTRIBUTION DATE: 4/21/97**

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ ATLANTIC/ SUNOCO	156	See List	232								134		98		
BP OIL	45	1	45										45		
COOKS CONV	8	2	16									16			
CONV EXPRESS	5	2	10									10			
COUNTRY FAIR	70	1	70									5	7	58	
DAIRY MART	28	1	28										28		
EXPRESS MART	40	2	80									80			
J MART	8	2	16									16			
KRAUSZERS	0	1	0												
MOHAWK OIL	5	2	10									10			
RED BARREL	23	2	46									46			
7/11 - HANDEE MART	20	1	20					1					8	11	
SUGARCREEK	93	2	186									186			
SUNOCO	7	See List	0												
SUNRISE FOODS	20	2	40									40			
INDEPENDENTS & SMALL CHAINS	12	2	24									22		2	
<b>TOTALS</b>	<b>540</b>		<b>823</b>	0	0	0	1	0	0	0	565	15	242	0	0